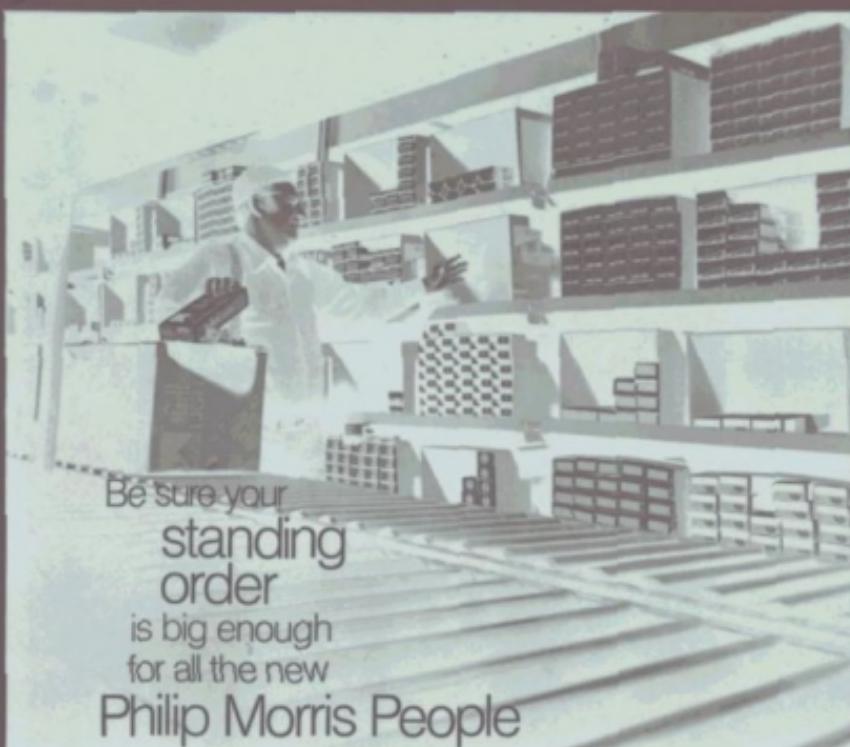


LEO BURNETT COMPANY, Inc.

Ad No. S-1053 - Starting Date: #1 - Key No. 20000 - Blvd/Pg B/W - 81/4x11 - Tolson Trade - 71 - (A)

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Be sure your  
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is big enough  
for all the new  
**Philip Morris People**

- Millions of smokers of Philip Morris brands give us the biggest sales increase in the industry last year: +11% overall.
- Better check your standing order for all Philip Morris brands. If you haven't increased it within the past few months, your risk of being out of stock gets bigger every day.
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